



- The wildlife refuge, agricultural land and open space character of the river shall be preserved;
- Any future roads/or utility service shall be located so as to protect the wildlife refuge; and
- Public trail access along the river corridor compatible with protection of the wildlife refuge shall be maintained and provide for hiking, bicycling and equestrian use.

LA SIERRA HILLS

Home of the former Hole Ranch, the La Sierra Hills neighborhood has become a sought-after residential neighborhood. Tucked between the La Sierra Hills to the west and the semi-rural La Sierra Acres to the east, the neighborhood retains a rural-like character, but has easy access to commercial districts and the freeway.

Several hundred acres within La Sierra Hills may be included in an amended Rancho La Sierra Specific Plan. This area, along the east facing slopes of the La Sierra Hills, is environmentally and geologically sensitive and is also visually prominent from several Riverside neighborhoods. Any development in this area must balance these concerns with property rights. Consistent with City open space preservation objectives, particularly as set forth in Proposition R and Measure C, the City will pursue innovative approaches to balancing housing needs with other goals. Such approaches may include open space easements, cluster developments, transfers of development rights and similar mechanisms.

The Arlanza/La Sierra Community Plan, adopted by the City in 1978, contains a number of goals and policies intended to address the range of different land uses and lifestyles in this area - an area which today comprises five City neighborhoods (Arlanza, La Sierra, La Sierra Acres, La Sierra Hills and La Sierra South). With respect to the contemporary La Sierra Hills neighborhood, the 1978 Community Plan sought to improve the overall quality of life and preserve environmental assets while allowing for modest new growth. Goals and policies from the 1978 Community Plan are reflected in the objectives and policies below, in citywide land use and circulation objectives and policies, and in the Implementation Program for the General Plan.

For additional information and Objectives and Policies affecting the La Sierra Hills Neighborhood see the following:

"Hillsides" - LU-3 and LU-4.

"Riverwalk Parkway" - LU-16.

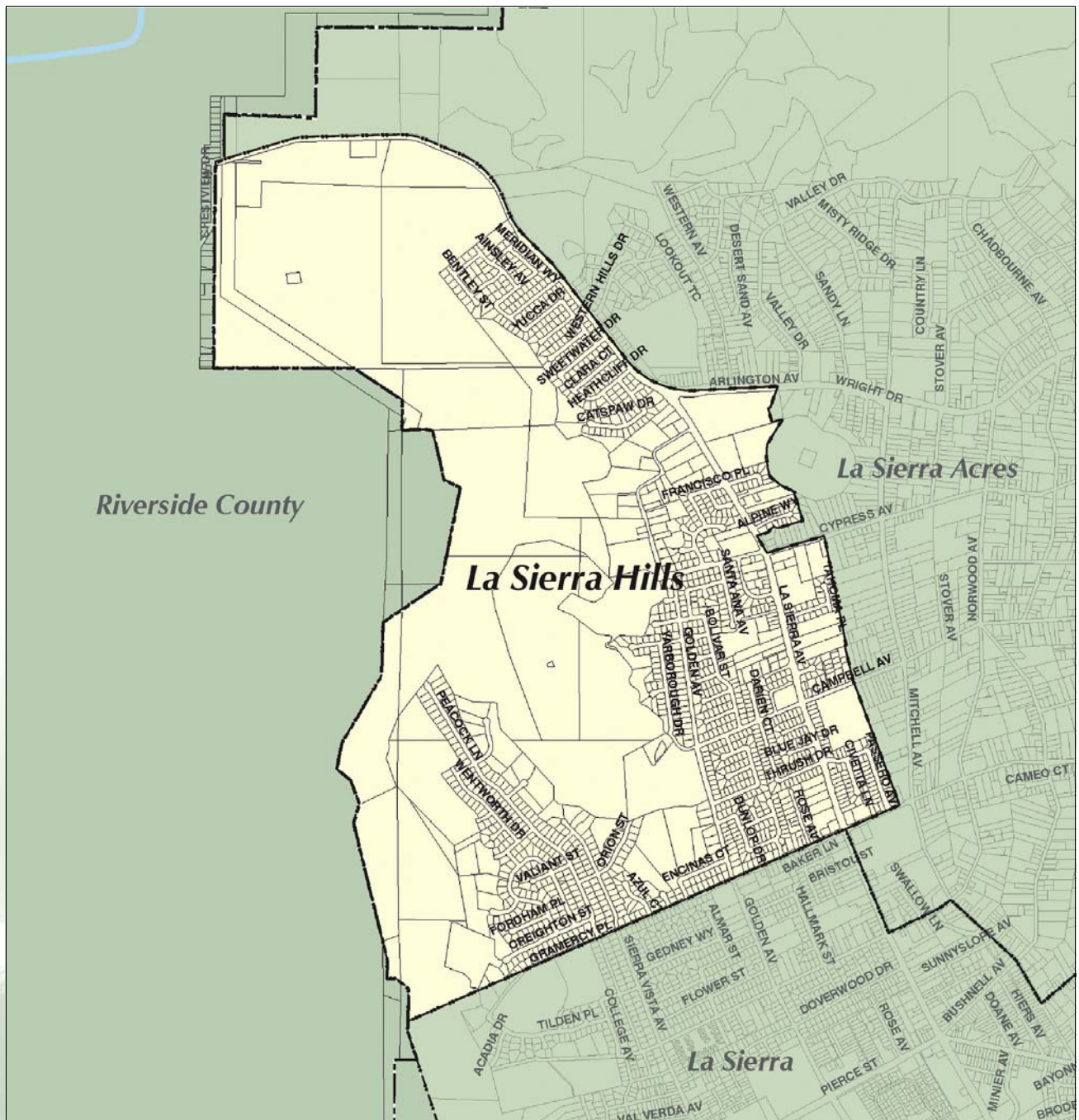
"La Sierra Avenue" - LU-19.

"Gateway on Arlington Avenue when the Schliesman connection to Interstate 15 is completed" - LU-20.21.3.





LAND USE AND URBAN DESIGN ELEMENT



La Sierra Hills

The Rancho La Sierra Specific Plan, predominately located in the La Sierra Acres Neighborhood, also includes land in this Neighborhood and the La Sierra Neighborhood. To reflect this Specific Plan's boundaries a General Plan Overlay Designation has been created. For



more information on this Specific Plan see the La Sierra Acres Neighborhood.

The objectives and policies listed below are specific to the La Sierra Hills Neighborhood. In addition, the Citywide objectives and policies in this Element are also applicable, as are all other City development Codes, Ordinances and standards.

Objective LU-6264: Enhance the quality of life in the La Sierra Hills neighborhood by creating an environment in which both traditional urban/suburban and a semi-rural lifestyle including animal husbandry may be accomplished and nurtured.

Policy LU-6264.1: Ensure that the neighborhood's western hillsides are developed in a sensitive manner consistent with Proposition R and Measure C, preserving the landscape's natural, hilly character to the maximum feasible extent.

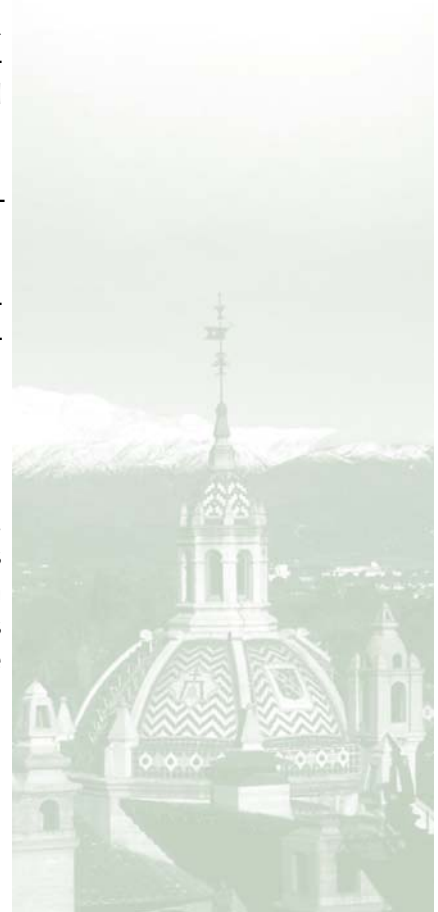
Policy LU-6264.2: Ensure appropriate transitions between the La Sierra University/Five Points area near the neighborhood's southern boundary and the more rural and natural character of La Sierra Hills.

Policy LU-6264.3: Encourage the proper development of areas changing from rural to semi-rural.

Policy LU-6264.4: Encourage the further development or redevelopment of blocks as a whole rather than on a piecemeal basis.

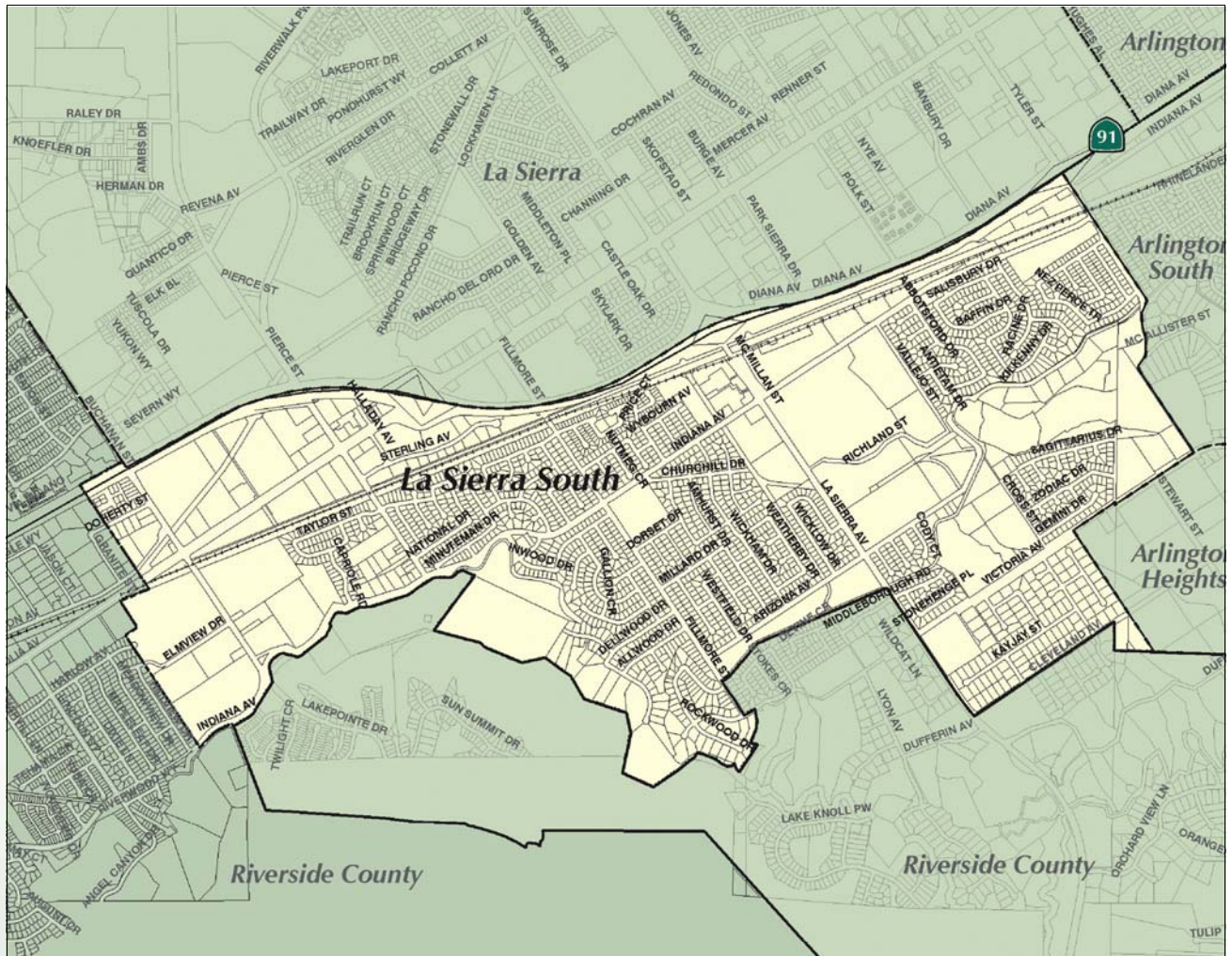
LA SIERRA SOUTH

La Sierra South has much in common with the La Sierra neighborhood. Both are edged by the 91 Freeway and together comprise the City's major western gateway. Like its neighbor to the north, La Sierra South contains a blend of residential, commercial and industrial uses. The hills forming the southern edges straddle the greenbelt and extend to the unincorporated Home Gardens community to the south.





LAND USE AND URBAN DESIGN ELEMENT



La Sierra South

La Sierra South contains an important development site on both sides of Indiana Avenue, easterly of La Sierra Avenue, owned by Riverside Community College. In 1991, a Specific Plan was prepared for an anticipated mixed-use development. If the adopted Specific Plan cannot be implemented as written, a specific plan amendment or a new specific plan is crucial to the development of this large site. It should be noted that the La Sierra Metrolink Station currently occupies a significant piece of this property on the northerly side of Indiana Avenue (see discussion below).

The La Sierra South neighborhood was also addressed in the 1978 Arlanza/La Sierra Community Plan. This community plan contains a number of goals and policies intended to address the range of different land uses and lifestyles in this area - an area which today comprises five City neighborhoods (Arlanza, La Sierra, La Sierra Acres, La Sierra



Hills and La Sierra South). With respect to the contemporary La Sierra South neighborhood, the 1978 Community Plan sought to improve the overall quality of life and provide a balanced community. Goals and policies from the 1978 Community Plan are reflected in the objectives and policies below, in Citywide land use and circulation objectives and policies, and in the Implementation Program for the General Plan. Actual goals and policies from the Community Plan are in Appendix A.

The La Sierra Metrolink station area is another focus site within the neighborhood. A popular Metrolink stop, the station area is largely underdeveloped and lacks a strong connection to employment centers across the 91 Freeway. This area will benefit from a mixed-use transit village development which can provide commercial businesses and essential services to commuters, as well as residential units for the many who would enjoy the mobility and options of transit village living.

The objectives and policies listed below are specific to the La Sierra South Neighborhood. In addition, the Citywide objectives and policies in this Element are also applicable, as are all other City development Codes, Ordinances and standards.

Objective LU-6365: Improve the La Sierra South neighborhood, balancing the needs and interests of residents and businesses.

Policy LU-6365.1: Ensure that the unique role of hillsides in shaping the character of the neighborhood is respected in all development projects.

Policy LU-6365.2: Encourage appropriately scaled infill development for other vacant or underutilized sites in the La Sierra South neighborhood.

Policy LU-6365.3: Discourage any further reduction in the amount of land designated for industrial use.

Objective LU-6466: Optimize development opportunities on underutilized and undeveloped parcels near the La Sierra Metrolink station to create appropriately scaled developments that enhance and protect nearby neighborhoods while benefitting the community at large.

For additional information and Objectives and Policies affecting the La Sierra South Neighborhood see the following:

"Magnolia Avenue/Market Street" – LU-12 and CCM-3.

"Victoria Avenue" – LU-13, CCM-2.14 and CCM-4.3.

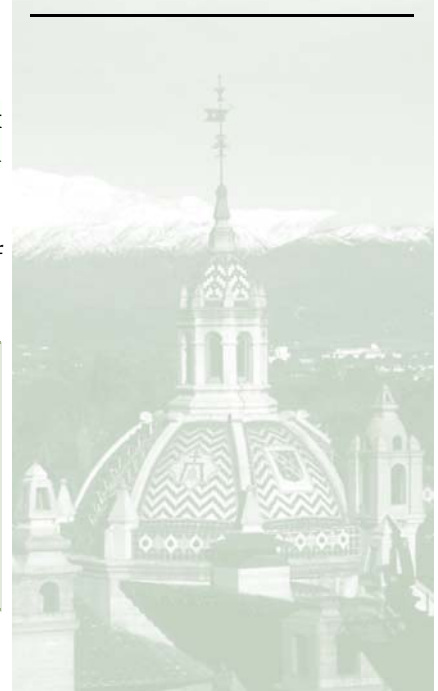
"Riverwalk Parkway" – LU-16.

"La Sierra Avenue" – LU-19.

"Preservation of Industrial Land" – LU-23.24 and LU-24.25.

"Shared Parking on Magnolia Avenue" – CCM-13.4.

"Rescind Victoria Avenue Specific Plan" – LU-28.11.30.10.





LAND USE AND URBAN DESIGN ELEMENT

Policy LU-6466.1: Encourage utilization of the property around the La Sierra Metrolink station as a mixed-use transit village at a moderate density.

Policy LU-6466.2: Encourage an amended or new specific plan for the Riverside Community College Site that includes a medium-high-density residential development compatible with the area's natural setting and surrounding land uses.

MAGNOLIA CENTER



Magnolia Center

Magnolia Center has long been an important commercial hub of Riverside, sometimes considered a second downtown. Several of Riverside's major streets converge at Magnolia Center - Magnolia



Avenue, Central Avenue, Arlington Avenue, Jurupa Avenue and Brockton Avenue – making it a natural location for commercial activities. Magnolia Center includes both the Riverside Plaza and Brockton Arcade, long-standing commercial and office centers (respectively) that by the early twenty-first century, were in noticeable need of revitalization.

Radiating out from Magnolia Center's major avenues are well-established residential neighborhoods at varying densities. Apartments and condominiums can be found along Arlington, Magnolia and Palm Avenues, while most of the rest of residential development consists of single-family homes. Nearly eighty percent of the housing units in Magnolia Center were constructed in the twenty years between 1950 and 1969.

Although the neighborhood has for many years been considered built out, significant changes are proposed for Magnolia Center, particularly to spur revitalization of commercial uses along the Magnolia Avenue corridor. This Plan seeks to build upon Magnolia Center's village-within-a-city form by strategically injecting new commercial, office and mixed-use development. Mixed-use development is proposed for the Riverside Plaza area and its immediate surroundings, leading to the growth of an urban, in-town neighborhood within walking distance of numerous commercial opportunities and well-served by transit. In and around the nearby Brockton Arcade, this Plan calls for increased office usage in an effort to help this area develop as a strong and viable office center that houses primarily local-serving businesses, particularly medical offices.

Beyond the Magnolia Corridor, development will continue to be relatively low scale and low intensity, with introduction of mixed-use development as a transition between the bustling commercial areas and the single-family neighborhoods. Along Magnolia Avenue, south of the Parent Navel Orange Tree and exclusive of any safety zones associated with Riverside Municipal Airport, mixed-use development will capitalize upon the Magnolia Corridor's strong transportation network and close proximity to jobs and shopping districts.

With its diversity of uses and complex transportation network, Magnolia Center has intricacies comparable to or greater than the Downtown areas of many other cities. The City is proposing an in-depth specific plan that will more directly address parcel-specific land use and circulation issues for the entire Magnolia Corridor, including the most intensively developed portions of the Magnolia Center neighborhood.

For additional information and Objectives and Policies affecting the Magnolia Center Neighborhood see the following:

"Magnolia Avenue/Market Street" – LU-12 and CCM-3.

"Shared Parking on Magnolia Avenue" – CCM-13.4.

"Relationship to Nearby Airports" – LU-21~~22~~ and LU-22~~23~~.

"Airports" – CCM-11.

"Air Transportation" – PS-4.

"Minimizing Noise Impacts" – N-2.





LAND USE AND URBAN DESIGN ELEMENT

The objectives and policies listed below are specific to the Magnolia South Neighborhood. In addition, the Citywide objectives and policies in this Element are also applicable, as are all other City development Codes, Ordinances and standards.

Objective LU-6567: Revitalize Magnolia Center in its role as a subregional retail and business center, while maintaining and preserving the low-scale character of surrounding residential areas.

Policy LU-6567.1: Create nodes of finely grained shopping activity at Riverside Plaza and Brockton Arcade and avoid dispersal of retail uses along the balance of the Magnolia Avenue Corridor.

Policy LU-6567.2: Promote lot assemblage for additional medical offices uses in the area generally bounded by Magnolia Avenue, Brockton Avenue and Arlington Avenue.

Policy: LU-6567.3: Allow for sensitive conversion of residential uses to commercial uses at appropriate locations.

Policy LU-6567.4: Emphasize and encourage mixed-use development to re-energize the Magnolia Avenue corridor through this neighborhood.

Policy LU-6567.5: Develop pedestrian-oriented mixed-use projects with supportive retail uses on underutilized sites along the Magnolia Corridor near Riverside Plaza.

Objective LU-6668: Preserve Magnolia Center's established residential neighborhoods and historic landmarks.

Policy LU-6668.1: Ensure that Magnolia Center's residential areas are adequately protected from the operational impacts of new commercial and mixed use development in the neighborhood.

Policy LU-6668.2: Enhance and celebrate the Parent Navel Orange Tree as an historic and cultural landmark.





Policy LU-~~66~~68.3 Encourage maximum retention of historic post-war commercial buildings.

Policy LU-68.4 Encourage lot consolidation to achieve lots of one acre or greater in size for the area on both sides of Mount Vernon Street between Madison Street and San Rafael Way.

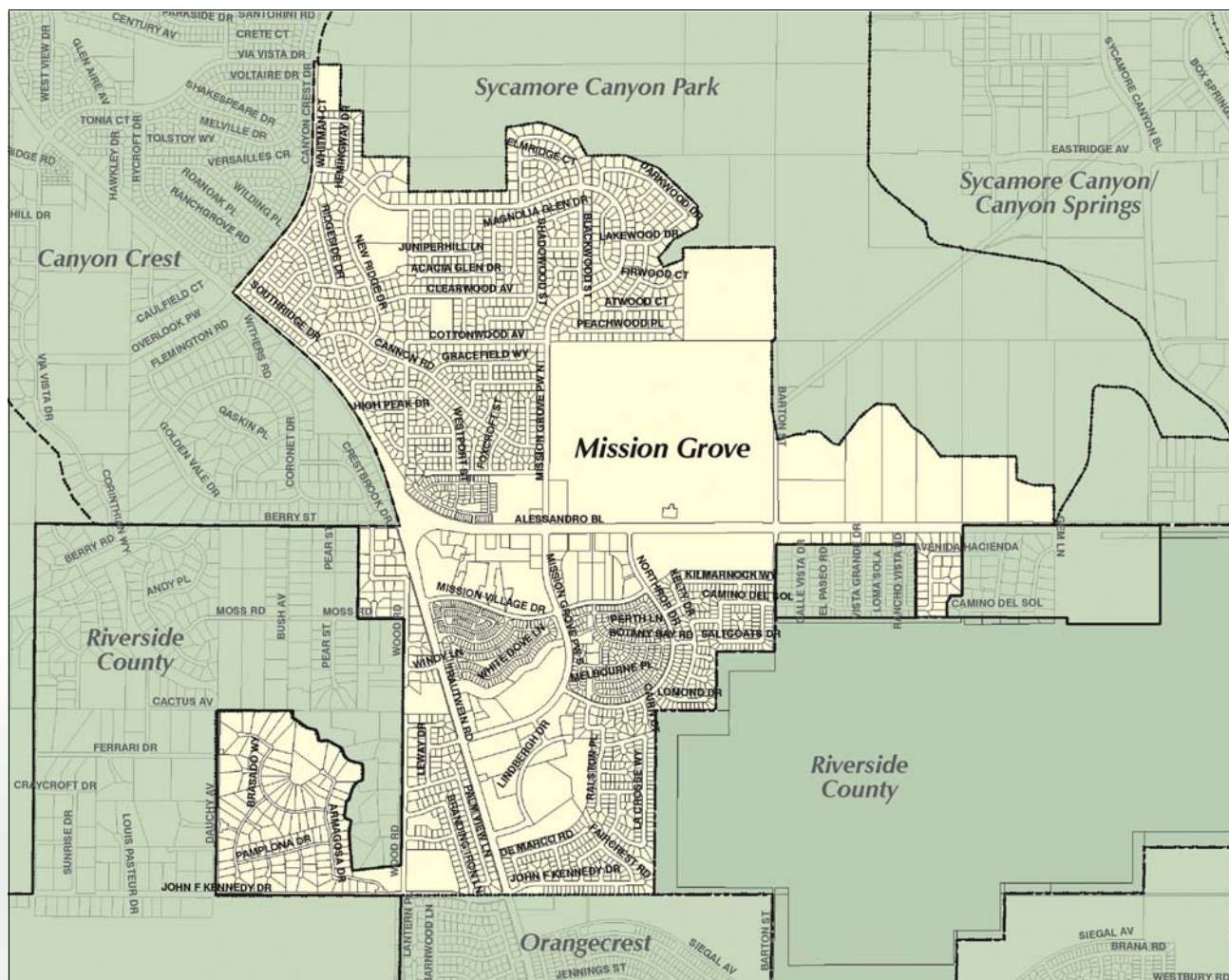
Policy LU-68.5 Require large-scale, meaningful development along block faces of Magnolia Avenue that are designated Very High Density Residential (VHDR). Ensure that resulting development is sensitive to surrounding uses.





LAND USE AND URBAN DESIGN ELEMENT

MISSION GROVE



Mission Grove



Although a relatively young neighborhood, Mission Grove has a complexity of land uses more typical of longer-established areas. The northern half of the neighborhood, tucked between Canyon Crest to the west and north and Sycamore Canyon Wilderness Park to the east, largely contains low-density residential development. South of Alessandro Boulevard, the neighborhood contains significant commercial and office park uses, in addition to several apartment complexes, single family planned communities and standard single family subdivisions. The Mills Water Filtration Plant operated by Western Municipal Water District creates a relatively large expanse of open space that abuts Sycamore Canyon Wilderness Park on the north side of Alessandro Boulevard on the community's easterly edge.



Development in the southern portion of the neighborhood has been guided by the Mission Grove Specific Plan, adopted in 1985. Initially proposed to include a substantial industrial park area and about eleven hundred dwelling units, the Specific Plan was amended numerous times. Amendments adopted significantly reduced the industrial park acreage and more than doubled the number of allowable dwelling units to about twenty-three hundred. As of 2004, very little land remained to be developed within the Specific Plan area.

Mission Grove and its neighbor to the south, Orangecrest, are the two Riverside neighborhoods closest to the March Air Reserve Base/Inland Port. The Specific Plans for both Mission Grove and Orangecrest were initially approved by Riverside County and the areas were subsequently annexed to the City. While MARB/MIP offers the potential for great economic vitality and employment base, the proximity to housing creates the potential for land use conflicts. The active use of March either as a military base or as the Inland Port, poses potential noise and other concerns for the Mission Grove and Orangecrest neighborhoods, as well as in the unincorporated areas in the vicinity. To better protect public safety and ensure the long term viability of both military and trade operations at March, this General Plan and supporting documents will designate a new Airport Influence Zone that will guide further development and redevelopment of areas adjacent to and near airport facilities.

The objectives and policies listed below are specific to the Mission Grove Neighborhood. In addition, the Citywide objectives and policies in this Element are also applicable, as are all other City development Codes, Ordinances and standards.

Objective LU-6769: Complete buildout of the Mission Grove Specific Plan, encouraging development that can harmoniously co-exist near the March Airport facility.

Policy LU-6769.1: Do not permit further amendments to the Mission Grove Specific Plan that would increase the residential intensity of the neighborhood or otherwise conflict with ongoing safe operations at March Air Reserve Base/Inland Port.

Policy LU-6769.2: Pursue appropriate annexation opportunities of the properties southerly of Alessandro Boulevard, between the City limit lines and the March Joint Powers Authority properties.

For additional information and Objectives and Policies affecting the Mission Grove Neighborhood see the following:

"Relationships to Nearby Airports" – LU-2422 and LU-2223.

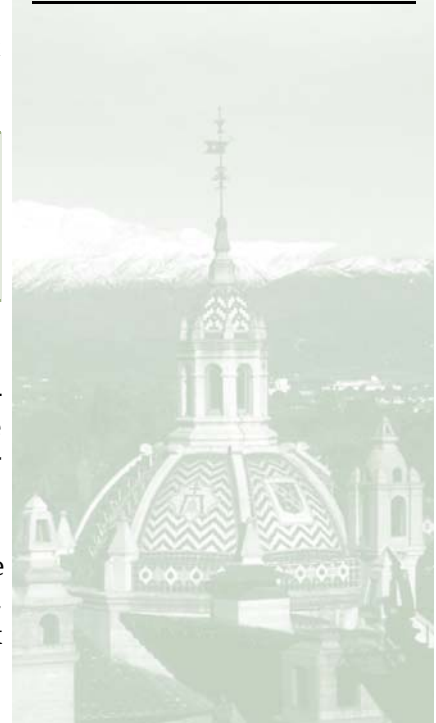
"Preservation of Industrial Land" – LU-2324 and LU-2425.

"Airports" – CCM-11.

"Air Transportation" – PS-4.

"Minimizing Noise Impacts" – N-3.

"For information concerning John F. Kennedy Drive and Barton Street" – CCM-2.12.



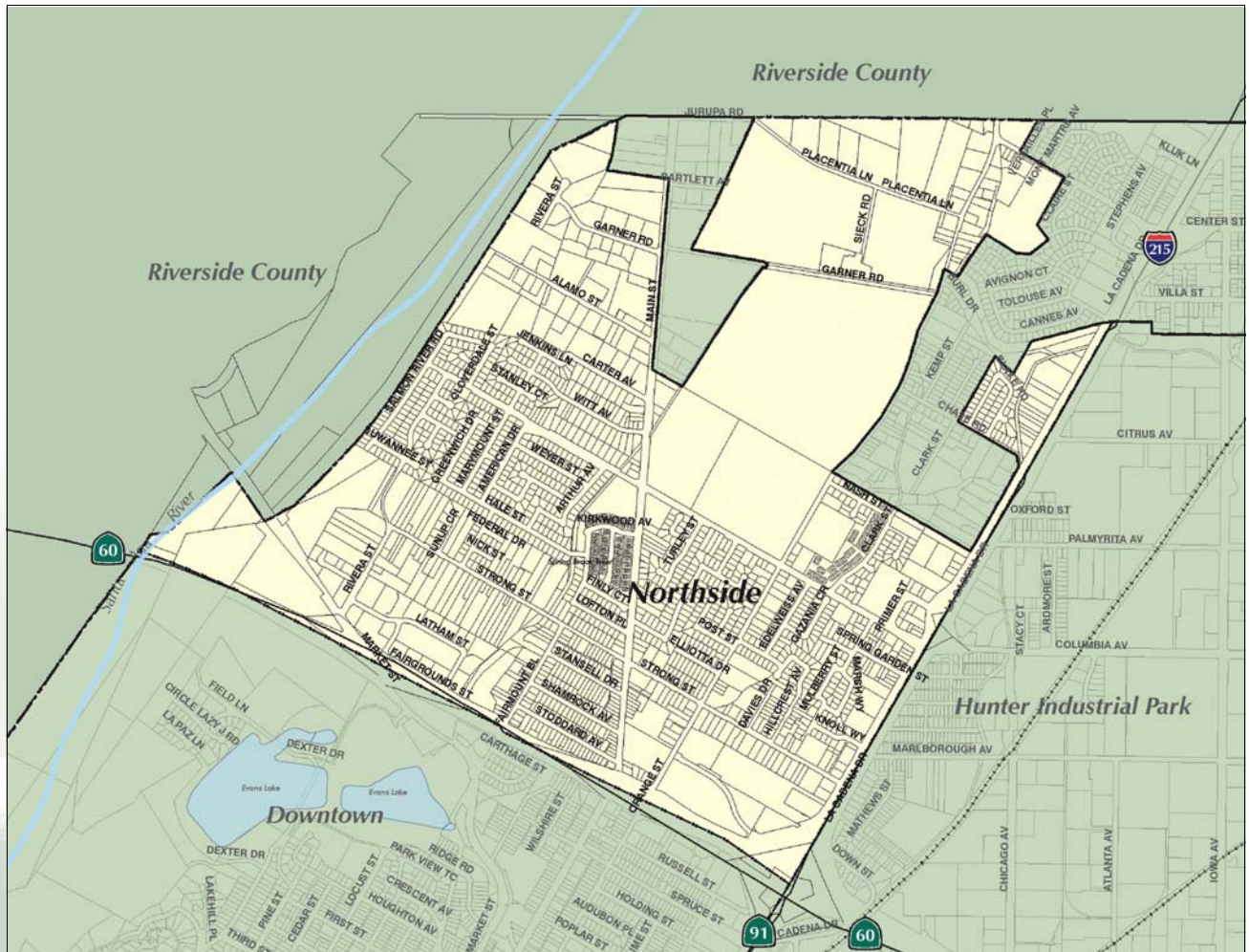


LAND USE AND URBAN DESIGN ELEMENT

Policy LU-6769.3: Work cooperatively with the March Joint Powers Authority to ensure compatibility of land uses.

NORTHSIDE

Separated from the rest of the City by two freeways and bounded on the west by the Santa Ana River, the Northside neighborhood is marked by strong edges and supports a wide mixture of uses.



Northside

Although geographically close to Downtown and Hunter Industrial Park, the Northside's boundaries lend the neighborhood a character distinct from its neighbors, with residential uses that include semi-rural homesites, traditional suburban subdivisions and apartments. The neighborhood has significant park and recreation areas and commercial and office development as well. Local residents have ready access to Reid Park, featuring a gymnasium, swimming pool, community



center and several outdoor playing fields, as well as the publicly operated Riverside Golf Club. The neighborhood once included the White Sulphur Springs pool located at 3723 Strong Street, a major regional attraction, known for its sparkling clean water and its use in several early Hollywood films. The Northside's complex character is made more intricate by the presence of two large unincorporated areas along the west and east sides of Reid Park and the Riverside Golf Club.

The Northside neighborhood is home to a long-standing homeowners' group, the Northside Improvement Association. This group has been instrumental in providing an effective forum for addressing community concerns. To address both the complexity and importance of this neighborhood, the City adopted a community plan for the Northside in 1991. The Plan proposes a framework for a distinct, upgraded community identity with improved design and maintenance and an emphasis on the residential nature of the community. The Plan prescribes improved development standards, encourages higher quality land uses and the upgrade and maintenance of existing uses. It also identifies future development needs and seeks to preserve the old charm of the City of Riverside. The planning area encompasses not only the unincorporated islands within Riverside County, but also stretches north over the San Bernardino County line to include what was unincorporated land that has since been annexed by the City of Colton. Goals and policies from the 1991 Community Plan are reflected in the objectives and policies below, in Citywide land use and circulation objectives and policies, and in the Implementation Program for the General Plan.

Consistent with neighborhood goals set forth in prior planning documents, this General Plan focuses on the maintenance and improvement of these major park and recreational facilities, preservation of long-established residential densities and enhancement of the small yet economically successful commercial and industrial sites.

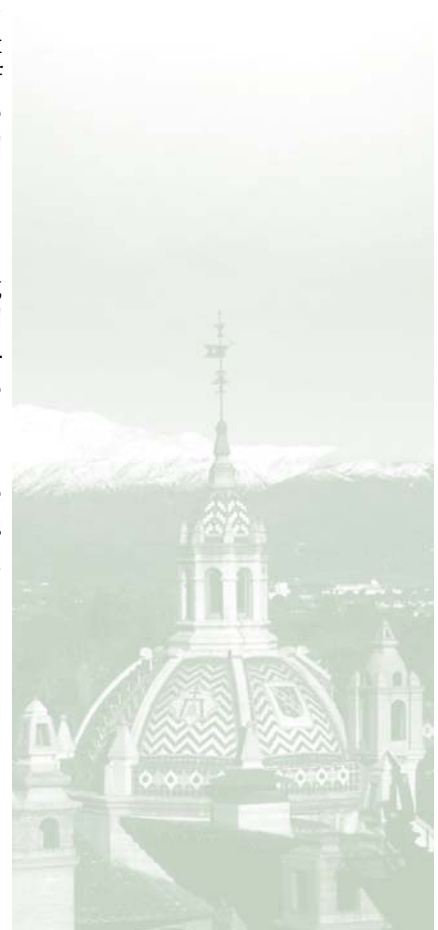
The objectives and policies listed below are specific to the Northside Neighborhood. In addition, the Citywide objectives and policies in this Element are also applicable, as are all other City development Codes, Ordinances and standards.

For additional information and Objectives and Policies affecting the Northside Neighborhood see the following:

"Santa Ana River" – Introduction, LU-1, LU-2 and OS-7.

"Magnolia Avenue/Market Street" – LU-12 and CCM-3.

"Preservation of Industrial Land" – LU-23~~24~~ and LU-24~~25~~.





LAND USE AND URBAN DESIGN ELEMENT

Objective LU-6870: Provide a balanced community with sufficient office, commercial and industrial uses while preserving the single family residential preeminence of the community.

Policy LU-6870.1: Commercial uses along West La Cadena Drive should be focused at the Columbia Avenue and West Center Street intersections.

Objective LU-6971: Establish the Northside Community as a balanced community in which it is pleasant to live, work and play.

Policy LU-6971.1: Prepare a Specific Plan for the Northside which:

- ❖ Emphasizes the retention of open space and recreational resources;
- ❖ Includes the input of the residents and property owners of the Northside Community;
- ❖ Includes the retention of Reid Park;
- ❖ Assumes the retention of a public golf course within the Northside Study Area with generous visual access to this feature or comparable open space from the surrounding community. Basic open space relationships should be retained;
- ❖ Considers alternative land uses for properties surrounding the golf course and Reid Park to optimize compatibility with these recreation facilities;
- ❖ Retains or relocates the soccer fields to an optimum location;
- ❖ Provides a detailed evaluation of alternative uses for the Public Utilities Department properties in the City of Colton (i.e., former Pellissier Ranch). The evaluation shall include, but not be limited to, recreational and industrial opportunities; and
- ❖ Retains the Northside Community Plan Citizens Advisory Committee, or a modified committee of





local citizens, as the review committee for the specific plan.

Policy LU-~~69~~71.2: Retain Fremont Elementary School as the primary focus for elementary education in the Northside. Encourage modest expansion of the site as properties become available, particularly the properties immediately adjacent to the existing parking lots on Orange Street and Main Street. Expansion should allow for site amenities such as parking lot landscaping, improved pedestrian circulation and added parking.

Policy LU-~~69~~71.3: Retain Reid Park and the golf course to serve neighborhood, community and regional park needs.

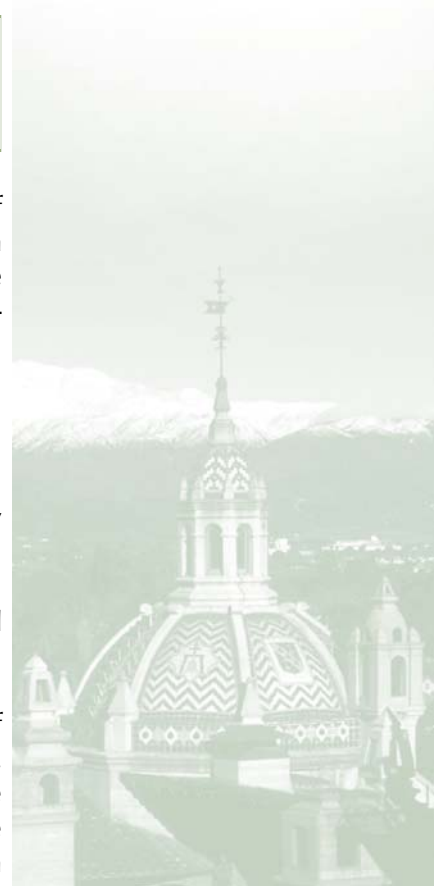
Policy LU-71-4: Coordinate trail alignments within the Springbrook Wash and Santa Ana River with the work prepared by the Springbrook Wash Trails Alignment Subcommittee of the Riverside Land Conservancy.

Objective LU-~~70~~72: Provide for steady change and improvement to an upgraded model community with a distinct identity.

Policy LU-~~70~~72.1: Engage the City of Riverside and the Counties of Riverside and San Bernardino in cooperation with Northside Citizen groups to launch an aggressive campaign to reinforce building and property maintenance conditions. The campaign should:

- ❖ Emphasize the removal of inoperative vehicles;
- ❖ Encourage property owners to remove junk from yards and replace weeds with more aesthetically pleasing landscaping; and
- ❖ Emphasize the repair of deteriorated structures and the upgrade of structures needing maintenance.

Policy LU-~~70~~72.2: Site new development to emphasize views out of the Northside area and not block existing views. Lay out subdivisions so that streets emphasize the views. In many cases this means streets should be perpendicular to the view. This visual corridor can





LAND USE AND URBAN DESIGN ELEMENT

also be protected by an open space easement across a portion of the lot.

Policy LU-7072.3: Consider establishing SR-60 and Interstate 215 as City of Riverside Scenic Highways.

Policy LU-7072.4: Line Main Street with canopy type trees both at the curb edge and in the center median island. These canopy trees will soften the width of the street and reinforce the low density residential goal of the Northside. This will also be in contrast to the palms to be used in a formal pattern to the south of the freeway.

Policy LU-7072.5: Encourage appropriate retail opportunities to better serve the Northside Neighborhood.

Policy LU-7072.6: Complete roadway improvements needed to ensure adequate access to the Northside Neighborhood to meet the needs of residential, commercial and other users.

Policy LU-7072.7: Continue to move all Northside neighborhood utilities underground; seek funding to complete undergrounding from all available sources, including the City of Riverside, Riverside County, assessment districts and CalTrans.

Policy LU-7072.8: Encourage appropriate industrial development opportunities.

Objective LU-7173: Provide for comprehensive development and management of the Northside Community irrespective of political jurisdiction.

Policy LU-7173.1: Encourage the City of Riverside, Riverside County and San Bernardino County to study the Northside Community Plan area for possible redevelopment designation(s).

Policy LU-7072.2: Seek to annex all unincorporated portions of the study area within Riverside County to the City of Riverside. The possibility of a boundary line shift between Riverside and San Bernardino Counties to follow logical geographic limits should continue to



be explored as well as other means of cooperation such as a Joint Powers Agreement to unify development opportunities.

Objective LU-7274: Preserve and promote the lower density charm of the Northside Community.

Policy LU-7274.1: Use tree varieties that provide substantial shade and a canopy effect over the street in new developments and redevelopment projects.

Policy LU-7274.2: Encourage the installation of parking lot landscaping on those commercial and industrial properties currently without such amenities. As an incentive for landscaping, the City in co-operation with the County should develop a property rehabilitation program. One source of funds for such a program could be Block Grants.

Policy LU-7274.3: Use natural appearing drainage channels of innovative design in the Northside area. Development projects should be required to develop their drainage in natural or semi-natural appearing channels.

Policy LU-7274.4: Preserve large groupings of existing trees that add visual interest to the area. Such tree groupings should be preserved as part of development projects or road widenings whenever possible.

Policy LU-7274.5: Land use interfaces between residential and commercial or industrial properties should receive special design consideration to protect the scenic integrity of the residential neighborhood.

ORANGECREST

Located in southeast Riverside near the March Air Reserve Base, the Orangecrest neighborhood, annexed to Riverside in 1985, has largely been developed as a master-planned community under a specific plan originally approved by Riverside County. The Plan had designated about eighteen percent of the land for commercial, industrial and office use to help create a balance between jobs and housing and to provide local shopping and recreation resources; however, several amendments to the Plan resulted in the neighborhood being built out as largely residential.

For additional information and Objectives and Policies affecting the Orangecrest Neighborhood see the following:

"Van Buren Boulevard" - LU-15 and CCM-1.4.

"Relationships to Nearby Airports" - LU-2122 and LU-2223.

"Preservation of Industrial Land" - LU-2324 and LU-2425.

"Airports" - CCM-11.

"Air Transportation" - PS-4.

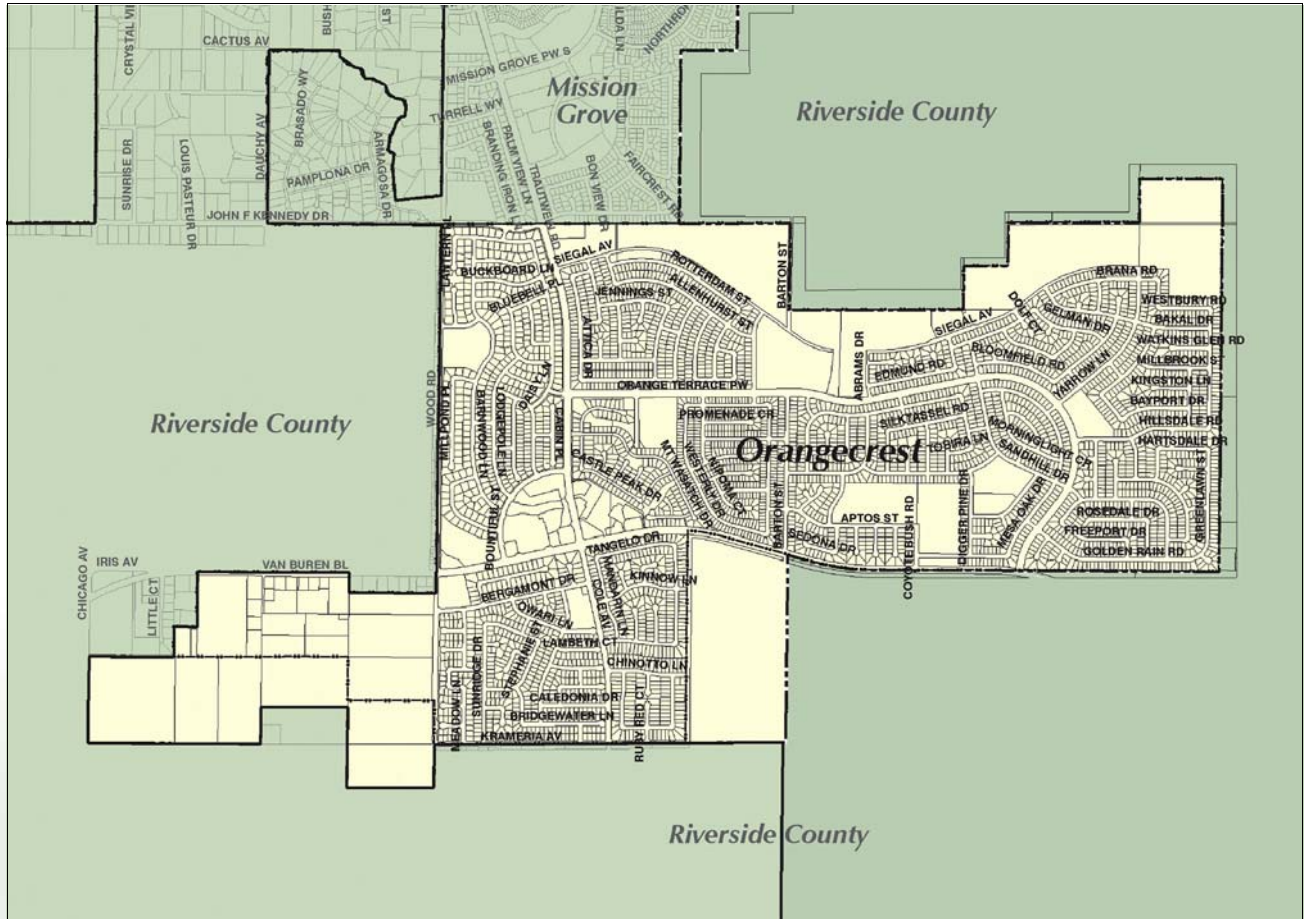
"Minimizing Noise Impacts" - N-3.

"For information concerning John F. Kennedy Drive and Barton Street" - CCM-2.12.



LAND USE AND URBAN DESIGN ELEMENT

No major land use changes are anticipated for the neighborhood over the planning period; nearly all of the Specific Plan area has been built out.



Orangecrest



Orangecrest and its neighbor to the north, Mission Grove, are the two Riverside neighborhoods closest to the March Air Reserve Base/Inland Port. The Specific Plans for both Orangecrest and Mission Grove were initially approved by Riverside County and the areas subsequently annexed to the City. While MARB/MIP offers the potential for great economic vitality and employment base, the proximity to housing creates the potential for land use conflicts. The active use of March, either as a military base or as a the Inland Port, poses potential noise and other concerns for both the Orangecrest and Mission Grove neighborhoods, as well as in the unincorporated areas in the vicinity. To better ensure that the public safety is protected and that both military and trade operations at March may continue, this Plan and supporting documents designate a new Airport Influence Zone



intended to guide further development and redevelopment of areas affected by proximity to airports.

The objectives and policies listed below are specific to the Orangecrest Neighborhood. In addition, the Citywide objectives and policies in this Element are also applicable, as are all other City development Codes, Ordinances and standards.

Objective LU-7375: Manage continued growth of the Orangecrest neighborhood in a manner consistent with the Orangecrest Specific Plan, providing needed infrastructure as land develops.

Policy LU-7375.1: Avoid creating any hindrance to safe operations at the March Air Reserve Base/Inland Port; coordinate with the March Joint Powers Authority (JPA) as plans for the March Inland Port are formulated and implemented.

Policy LU-7375.2: Identify and proactively undertake logical annexation opportunities to improve the consistency and coherence of the neighborhood.

Policy LU-7375.3: Encourage local-serving retail development to provide nearby shopping opportunities within the neighborhood.

Policy LU-7375.4: Encourage the timely development of planned parks, schools and libraries.

PRESIDENTIAL PARK

Presidential Park derives its name from the many streets in Riverside named after United States presidents. The Presidential Park neighborhood spans the distance between Monroe Street to the west and Jefferson Street to the east.

The economic focal point of the neighborhood is the Riverside Auto Center. Auto dealers offering virtually all makes of cars and auto-related services offer a centralized, regional hub that attracts customers from all over western Riverside County and points beyond. Sales taxes from automobiles are expected to continue to represent a significant component of the City's tax revenue over the next twenty years. To help ensure the Auto Center's long-term viability, the City adopted the Riverside Auto Center Specific Plan in 1990; most of the

For additional information and Objectives and Policies affecting the Presidential Park Neighborhood see the following:

"Relationships to Nearby Airports" - LU-2422 and LU-2423.

"Preservation of Industrial Land" - LU-2324 and LU-2425.

"Airports" - CCM-11.

"Air Transportation" - PS-4.

"Minimizing Noise Impacts" - N-2.



LAND USE AND URBAN DESIGN ELEMENT

Auto Center neighborhood was born from a redevelopment project. Through a program of public improvements, business district identification and sign improvements, the Specific Plan will help promote the auto center's continued prominence in the regional auto sales market. Redevelopment funding will continue to help finance ongoing improvements to the neighborhood, including improvements to surrounding residential areas.



Presidential Park

Pockets of multifamily residential development, much of which lack contemporary amenities and design, are another prominent feature of Presidential Park. Redevelopment assistance and other programs will be instrumental in providing beneficial upgrades to these areas. Presidential Park also contains significant industrial areas south of the Auto Center and the City corporation yard. The key planning issues with regard to these areas are ensuring their use in clean, job-producing



industries while protecting nearby residential uses from any adverse operational activities.

The objectives and policies listed below are specific to the Presidential Park Neighborhood. In addition, the Citywide objectives and policies in this Element are also applicable, as are all other City development Codes, Ordinances and standards.

Objective LU-7476: Ensure the long-term viability of the Riverside Auto Center.

Policy LU-7476.1: Continue to implement the Auto Center Specific Plan, updating as necessary to ensure the Auto Center's ongoing regional prominence.

Objective 7577: Enhance the non-automotive areas of Presidential Park, including the residential and industrial areas, maintaining long-term compatibility among the neighborhood's diverse uses.

Policy LU-7577.1: Emphasize the improvement of existing housing, particularly multi-family units; encourage additional ownership housing.

Policy LU-7577.2: Protect residential uses from any adverse conditions associated with nearby industrial businesses.

Policy LU-7577.3: Identify and attract clean, jobs-rich businesses to industrial areas within Presidential Park.

RAMONA

The Ramona neighborhood lies between two of Riverside's in-town "village" neighborhoods, Arlington and Magnolia Center. Riverside's most populous neighborhood, Ramona, is best known for its long-established residential areas with homes for all income ranges. Along Magnolia Avenue, the Neighborhood includes two of Riverside's major educational institutions: the Sherman Indian School and California Baptist University. The close proximity of these uses creates an interesting "institutional corridor" along Magnolia Avenue. Growth and change at these schools will continue to influence the surrounding neighborhood.





LAND USE AND URBAN DESIGN ELEMENT

*Additional information about all of
Riverside's schools is contained in
the Education Element.*

Besides its many homes and schools, Ramona is also known for its historic features, including the chapel and museum on the Sherman campus and the Victorian-era Heritage House.

